

Rep Order# 6853839 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 106763

Printed: 09/19/2012 9:10 AM
Last Received: 09/18/2012 2:08 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DCCC/OCEGUERA
Product DCCC/OCEGUERA
Estimate# 1817
Buyer Maury Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 136/142/1817
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|----------|-----------|--------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 1 | W-F,M-TU | 5A-6A | WAKE UP WITH THE WAGNERS | :30 | \$325.00 | 09/19-09/25 | 2 | 1 | 2 | \$650.00 | |
| | 2 | W-F,M-TU | 6A-7A | WAKE UP WITH THE WAGNERS | :30 | \$650.00 | 09/19-09/25 | 2 | 1 | 2 | \$1,300.00 | |
| | 3 | W-F,M-TU | 7A-9A | TODAY SHOW | :30 | \$850.00 | 09/19-09/25 | 2 | 1 | 2 | \$1,700.00 | |
| | 4 | SA | 6A-7A | NEWS 3 AT SUNRISE | :30 | \$350.00 | 09/22-09/22 | 1 | 1 | 1 | \$350.00 | |
| | 5 | SA | 7A-9A | SATURDAY TODAY | :30 | \$625.00 | 09/22-09/22 | 1 | 1 | 1 | \$625.00 | |
| | 6 | SU | 6A-7A | NEWS 3 AT SUNRISE | :30 | \$325.00 | 09/23-09/23 | 1 | 1 | 1 | \$325.00 | |
| | 7 | SU | 7A-8A | TODAY ON SUNDAY | :30 | \$625.00 | 09/23-09/23 | 1 | 1 | 1 | \$625.00 | |
| | 9 | W-F,M-TU | 9A-10A | TODAY SHOW II | :30 | \$350.00 | 09/19-09/25 | 2 | 1 | 2 | \$700.00 | |
| | 10 | W-F,M-TU | 12P-1230P | NEWS 3 AT NOON | :30 | \$425.00 | 09/19-09/25 | 2 | 1 | 2 | \$850.00 | |
| | 11 | W-F,M-TU | 2P-3P | THE DOCTORS | :30 | \$175.00 | 09/19-09/25 | 2 | 1 | 2 | \$350.00 | |
| | 12 | W-F,M-TU | 4P-430P | FIRST NEWS 3 AT FOUR | :30 | \$600.00 | 09/19-09/25 | 1 | 1 | 1 | \$600.00 | |
| | 13 | W-F,M-TU | 430P-5P | NEWS 4 AT 430P | :30 | \$700.00 | 09/19-09/25 | 1 | 1 | 1 | \$700.00 | |
| | 14 | W-F,M-TU | 5P-630P | EARLY NEWS | :30 | \$1,000.00 | 09/19-09/25 | 4 | 1 | 4 | \$4,000.00 | |
| | 15 | SA | 9P-930P | KSNV EARLY NEWS | :30 | \$350.00 | 09/22-09/22 | 1 | 1 | 1 | \$350.00 | |

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 Buyer Maura Gilroy Flight Dates 09/19/2012 - 09/25/2012
 Phone# Hiatus Weeks
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 Rep Firm
 Sales Office () PHILADELPHIA
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 Salesperson Phone# 215-568-6540
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|----------|-------------|--------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 20 | W-F,M-TU | 11P-1135P | NEWS 3 NIGHTSIDE | :30 | \$1,100.00 | 09/19-09/25 | 2 | 1 | 2 | \$2,200.00 | |
| | 21 | W-F,M-TU | 1135P-1235A | TONIGHT SHOW W/ JAY LENO | :30 | \$425.00 | 09/19-09/25 | 2 | 1 | 2 | \$850.00 | |
| | 22 | W-F,M-TU | 7P-730P | WHEEL | :30 | \$1,000.00 | 09/19-09/25 | 2 | 1 | 2 | \$2,000.00 | |
| | 23 | W-F,M-TU | 630P-7P | JEP | :30 | \$1,000.00 | 09/19-09/25 | 2 | 1 | 2 | \$2,000.00 | |
| | 24 | W-F,M-TU | 135A-205A | CARSON | :30 | \$40.00 | 09/19-09/25 | 1 | 1 | 1 | \$40.00 | |
| | 25 | W-F,M-TU | 730P-8P | FACE | :30 | \$400.00 | 09/19-09/25 | 2 | 1 | 2 | \$800.00 | |

---REPORT TOTALS---
 Report Totals: 34 / \$21,015.00

---SALES MONTHLY TOTALS---

Sep 12: 34 / \$21,015.00
 Sales Totals: 34 / \$21,015.00
 Station Totals: 34 / \$21,015.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|----------|---------|---------|----------|----------|
| Market Totals | \$95,523 | CATV 0% | KBLR 0% | KINC 0% | KIAS 25% | KSNV 22% |
| | | KTNV 25% | KTUD 1% | KVCW 0% | KVMY 2% | KVVU 25% |
| | | XXXX 0% | | | | |

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST. SHARES

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Buyer Maura Gilroy Flight Dates 09/19/2012 - 09/25/2012
Phone# Hiatus Weeks
Fax#

Books NOV12
Demos RA35+
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
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---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE